

# Increasing Campaign Participation

## Using Incentives



Here are some suggestions for incorporating incentives into your United Way Campaign.

### **When to use incentives**

- Encourage first-time donors to make a gift
- Promote attendance at meetings or campaign events
- Persuade colleagues to turn in their pledge from by a certain date
- Encourage a pledge increase or leadership gift

### **What to use as incentive if you DON'T have a budget**

- Casual day stickers
- Prime parking spaces
- Pass for a long lunch
- Pass for sleep in late day
- Company merchandise/apparel
- Pot luck
- Traveling trophy for department with highest participation or percentage increase
- Car started & windows scraped every day for a week
- Donated items or gift certificates from vendors or local merchants

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### What to use as incentive if you have a budget

- Candy
- Free food
- Vacation time
- Celebration or department lunch
- Movie passes
- Gift certificates
- Tickets to local sporting events or theatre events
- Weekend getaways
- Salon/Spa services
- Gas and car wash certificates

**GIVE THESE GREAT INCENTIVES A TRY!**

Use food or a door prize to encourage attendance at a campaign meeting or event.

Host a daily United Way trivia question to help co-workers learn more about United Way. Reward all correct answers with a chance to win a prize.

Set a participation goal and announce a prize for achievement of that goal.

### Where to get incentives

- Your company
- Your vendors
- Local businesses
- Managers or other employees
- <http://www.unitedwaystore.com>



Automotive Parts Headquarters employees enjoy food as a part of their campaign

Using incentives is a great way to motivate people to participate in different aspects of your campaign from attending meetings to turning in a pledge form. The key to using incentives is to figure out what motivates employees at your organization. Incentives can be small (a piece of candy), free (a reserved parking spot) or large (event tickets) depending on your goal(s) and budget. One easy way to build incentives into your campaign is to create friendly competition into your campaign activities. Some people will go to great lengths to be crowned the winner.